



# DAVID & LISA RUSSELL

LET OUR EXPERIENCE MOVE YOU!



**214.924.9966**

**[davidrussell@ebby.com](mailto:davidrussell@ebby.com)**

**[davidrussellrealtor.com](http://davidrussellrealtor.com)**

# Redefining Service In Real estate

Selling a home in today's market for top dollar can be challenging – David & Lisa understand that. Whether it's our proven sales approach, effective marketing campaigns, or utilizing our extensive network, with David & Lisa no detail is overlooked. We pride ourselves in the use of technology and innovation to maximize the exposure of your home. We created this guide to help educate you as a Seller, and empower you to make the right decision when selecting the best agent to market and sell your home.

When we say we are “redefining service in real estate,” we mean it! Our clients come first. We will educate you on what needs to be done to have a successful sale of your home. There are many components to a successful real estate transaction; you can count on us to be there every step of the process and make sure no detail is overlooked. With a proven track record, the right skill set, and years of experience, David & Lisa Russell have the right tools to successfully sell your home. If you're serious about selling your home, we're serious about getting the job done!

**“Russell 30 Day Guarantee” – If you are unhappy with our service at anytime, we will unconditionally release you from your listing contract.**

**Now more than ever, who you work with matters!**





#Inspiration

# Four Most Common Seller Questions

- 1. Do you have a track record?**
- 2. Do you have the strategies to get my home sold?**
- 3. What price can I expect?**
- 4. How much will it cost me to sell?**



# About Ebby Halliday, REALTORS

## #1 Selling Brokerage Firm In North Texas

- Ebby Halliday, REALTORS has been ranked the #1 real estate firm in the DFW Metroplex by The Dallas Business Journal book of Lists, #1 in the state of Texas and ranked #10 nationally for 2015 by REAL Trends, Inc..
- **According to the North Texas Real Estate Information System (MLS), Ebby Halliday, REALTORS has closed a market share of 11.4% YTD 2016. (The next closest competitor closed 7.44%). Ebby is currently the #1 broker for the Irving/Las Colinas/Coppell market place.**
- Ebby Halliday, REALTORS assisted over 21,000 families and closed an impressive sales volume of more than **\$7.9 Billion** in 2016.
- The award-winning site, [www.ebby.com](http://www.ebby.com) contains the entire MLS inventory of North Texas and has been voted one of the most user friendly sites for North Texas real estate. The site has in excess of 21,000 visitors per day.
- Ebby Halliday is the preferred Real Estate Brokerage firm in Irving selling more homes than any other Real Estate company!



# REAL REVIEWS & PROOF OF OUR SUCCESS

## From our 5-Star Rating on Zillow.com

- “I honestly don't know if I would of held it together without a breakdown without David and Lisa's guidance, today's market is challenging and my home buying and selling process had it's share of ups and downs, their experience and expertise correctly guided me through the process without pulling out all my hair! Yes, I would definitely use them again... **worth their weight in gold.**” -- **brig1313**
- “This is our second time working with David and Lisa, **they are our first call for all things real estate.** They are a wealth of knowledge and were able to help get top dollar for our home as well as find a home that better suited our family. They were patient with us when we had questions and made sure we understood and were comfortable with the information given.” – **jkuntz82**
- “**Work with Davis and Lisa! Do not buy or sell a home without their help.** They are professional, knowledgeable, and a pleasure to work with. When buying a home, David sends daily and/or weekly emails about tips to consider when purchasing a home. It was extremely helpful to view and read as we were preparing to make such a large decision. He was flexible with our schedule, and made sure we felt important.” – **Maborden42**
- “David and Lisa provided good insight, follow through, and most important of all...patience. With buying and selling homes at the same time, there were a lot of moving parts. **I will refer them to anyone asking for a reference.**” - **rb dallas**

\*Additional reviews can be found at [www.zillow.com/profile/davidrussell46](http://www.zillow.com/profile/davidrussell46)



# REAL REVIEWS & PROOF OF OUR SUCCESS

## Continued...

- “David is a terrific person and very knowledgeable in regards to homes/sales/market etc. David helped us purchase our new home and Lisa assisted with selling the previous home. The suggestions and ideas from both Lisa and David on how to get our home ready for the sale was priceless and we sold the first day on the market. We are extremely pleased with our purchase and would definitely use them again. David and Lisa are very pleasant to work with and are concerned with details. **I would definitely recommend their expertise.” - D. Sells**
- “Working with Lisa was an amazing experience! She held our hands throughout the selling process, and made sure we had a great understanding of every step along the way. From staging, determining a listing price, to helping negotiate the terms of the offers - Lisa was amazing! With her expertise, our home had multiple (strong) offers within hours! If I ever sell a home again, **I will most definitely be working with her again!” - F Smith**
- “David and Lisa were awesome! Having experience with many realtors, they were the absolute best! We felt like we were their only clients selling our home AND buying our new home! They truly want what is best for their clients, not themselves! I can't say enough about them! **We DEFINITELY recommend them to everyone I know!** We still ask them questions related to home reno stuff after the sales and they are happy to help! Awesome, awesome team! “ - **Alicia C.**
- “David and Lisa are a dynamite team! This was our first time selling a home, and they made it extremely easy during the entire selling process--from the initial listing to the close of escrow. They are honest, knowledgeable and easy to work with--always prompt and clear in their communications with us. Their service was outstanding and we appreciate their work very much! **We highly, highly recommend David and Lisa Russell to be your realtors! They are truly the best!” - Rick & Vanessa N.**

\*Additional reviews can be found at [www.zillow.com/profile/davidrussell46](http://www.zillow.com/profile/davidrussell46)



# David & Lisa Russell

- *Individual Top Producers for the Ebby Irving/ Las Colinas/Coppell Office in Listings, Buyers, Homes Sold and or Dollar Volume 2016-2011*
- Ebby Halliday, company wide leader ranking, for 2017-2011
- We have facilitated **over 350 Residential** real estate transactions
- Ebby Halliday Top Producer list 2016-2011
- *D Magazine* Top Real Estate Producer 2015-2013
- Zillow 5 Star REALTOR
- Preferred RELO Agent





# Our Team

## David Stoltzman

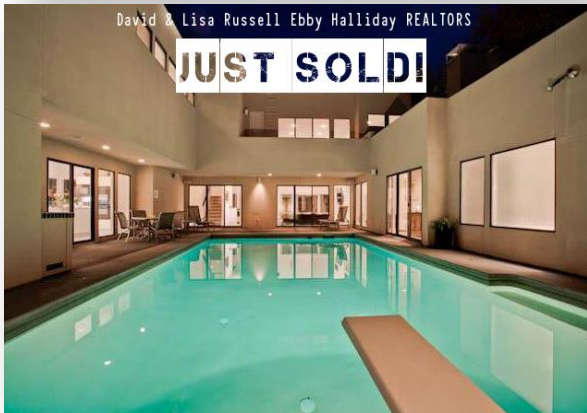
- Buyer and Seller Representation
- Intimate knowledge of DFW real estate market
- Investment real estate sales experience
- Specializes in Irving/Las Colinas/Coppell markets

## Alexa Romek

- Social Media Expert
- Sales and Contract Coordinator
- Extensive Marketing and Communications Background
- Mother to an amazing baby boy named Kai!



# Over 350 Homes Sold | More than \$80 Million in Volume





David and Lisa Russell REALTORS

# Internet Exposure is Key!

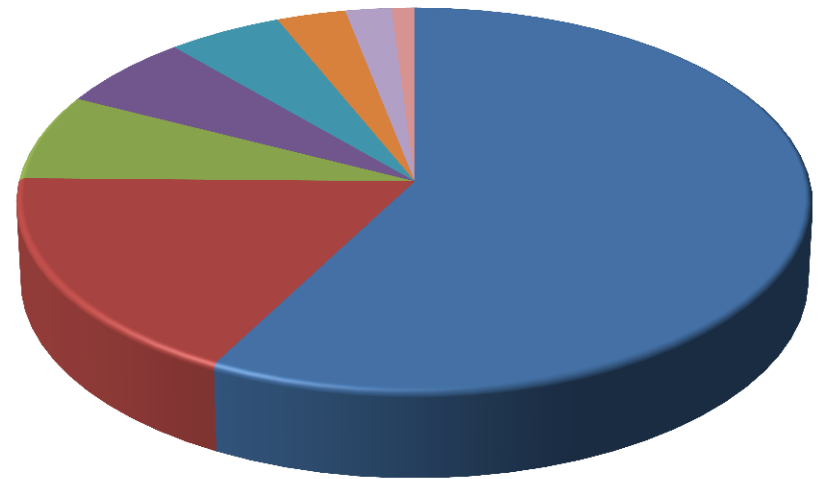


**OPEN HOUSE**

Delivering Results, David & Lisa Russell REALTORS

# First Steps Taken During The Home Buying Process

- **57%** Internet (home searches & research)
- **17%** Realtor
- **7%** Call on Yard Sign
- **7%** Contact a Lender
- **6%** Friend | Relative | Neighbor
- **3%** Open House
- **2%** New Builder
- **1%** Other



# Average Agent Marketing

1. Pictures
2. Sign in yard
3. Input to MLS
4. In home Flyers, copy paper
5. Lock box
6. Maybe email blast
7. Maybe post on their personal FB page
8. Maybe open house
9. Affiliated sites



# Limited Services Broker Marketing

1. MLS
2. Sign in Yard
3. Lockbox
4. Affiliate Sites

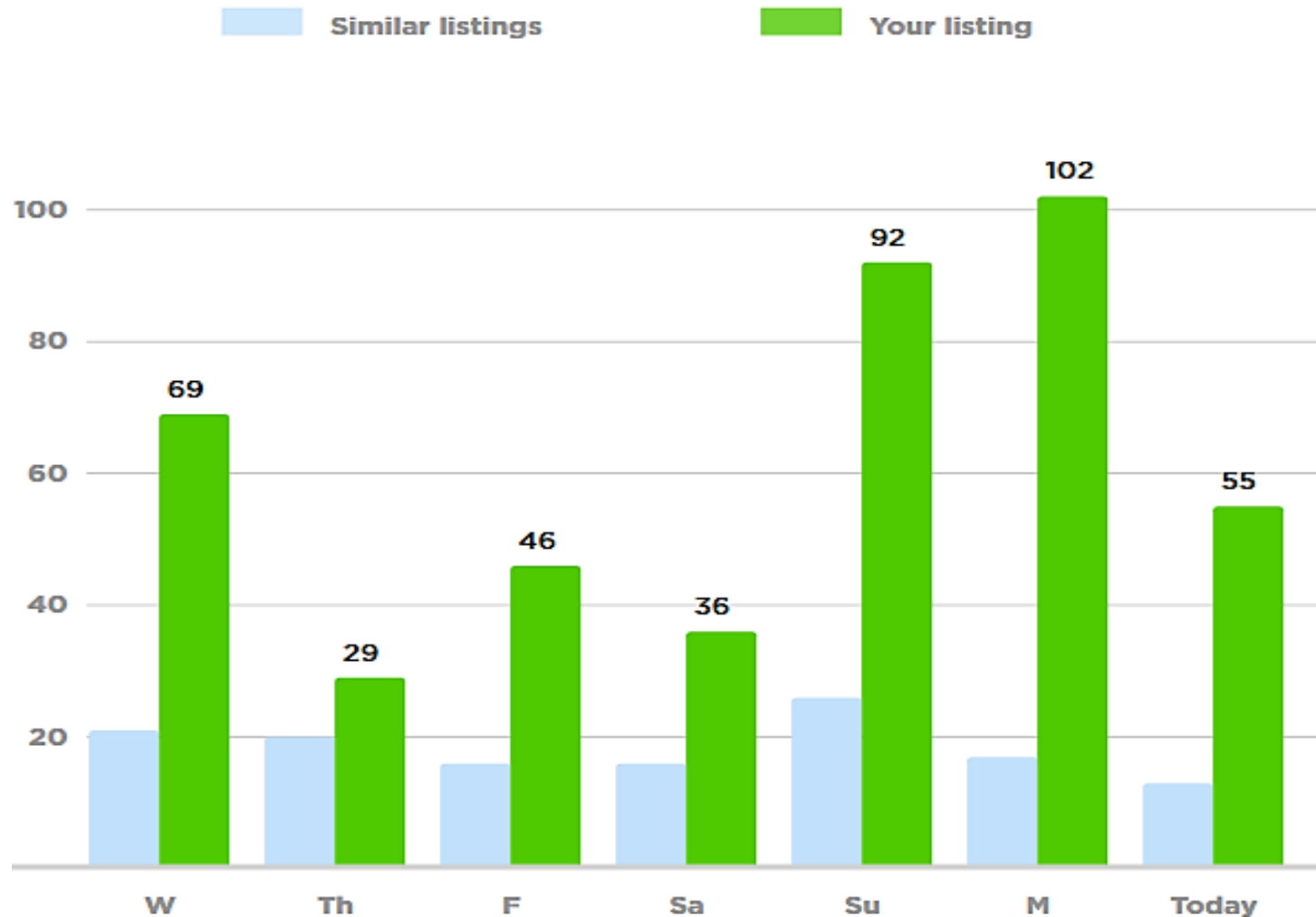


# David & Lisa Russell Marketing

1. Consistent Communication with our Clients
2. Team consisting of David & Lisa Russell, David Stoltzman, & Alexa Romek
3. High Quality, Professional Photography
4. Custom, Luxury Sign
5. Draft romance MLS
6. Benefit Selling Strategy
7. NLP strategies
8. Post on MLS
9. 24/7 Text capture program
10. Marketing materials, Photo quality paper, 3 pages
11. Drive by mobile marketing program
12. Custom Website
13. Open Houses Held
14. Video Tour Marketing
15. Launch to Affiliated sites
16. Premier exposure on Zillow and Trulia
17. Create YouTube video
18. PAID Just Listed and Open House FB ads
19. Just Listed targeted FB advertising
20. Open House targeted FB advertising
21. Just Contracted FB Advertising
22. Pending FB advertising
23. Run Instagram advertising
24. Run Twitter advertising
25. Coming soon marketing
26. Google+ marketing
27. LinkedIn Marketing
28. Agent Direct Marketing
29. Certified staging by Lisa Russell
30. Just Listed Marketing



# Number of Views on our Listings vs. Similar Listings on Zillow.com



\*Graph provided by [Zillow.com/davidrussell46](https://www.zillow.com/davidrussell46)

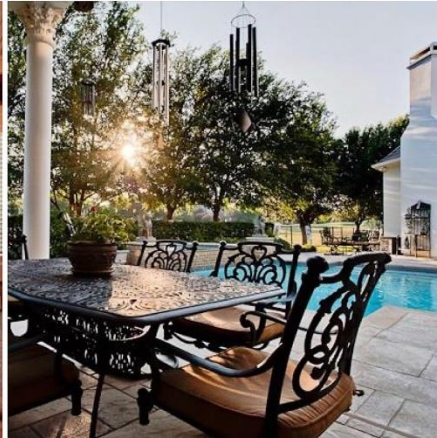


# Marketing Makes the Difference!



**3017 Shelton Way**

**181** Days on Market with  
Previous Agent



**SOLD** in **74** Days  
with David & Lisa  
Russell!

# Marketing Makes the Difference!



**6765 Cabrillo #44**

**109** Days on Market with  
Previous Agent



**SOLD** in **32** Days  
with David & Lisa  
Russell!

# Marketing Makes the Difference!



**2230 Bolden Rd.**

**158** Days on Market with  
Previous Agent



**SOLD** in **14** Days  
with David & Lisa  
Russell!



# Convert Lookers Into Buyers

- **Create Urgency**
- **Confirm Motivation**
- **Confirm Down Payment**
- **Confirm Mortgage Pre-Approval**
- **All Buyers Are Pre-Approved**



# Communication And Details

- Immediate **agent feedback** via Centralized Showing Service (when showing agent provides).
- Communication on **market feedback** weekly until contracted.
- Communication on **contract status** weekly once under contract.
- Guided and represented during **contract negotiations**.
- Guided and represented through the **option period**.
- Monitor **time sensitive points** of the contract.
- Follow up with Title Co. and lender monitoring the **transactions progress**.
- Continuous updates to you regarding **contract status**.



# One-Stop Real Estate Services

- **Moving companies**
- **Home-protection warranty**
- **Storage**
- **Mortgage**
- **Insurance**
- **Home improvement**
- **Home inspectors**
- **The “A” List of Service Providers**





# Client For Life Philosophy!

- **Customer service survey**
- **Current information**
- **Ongoing support**
- **Referrals**



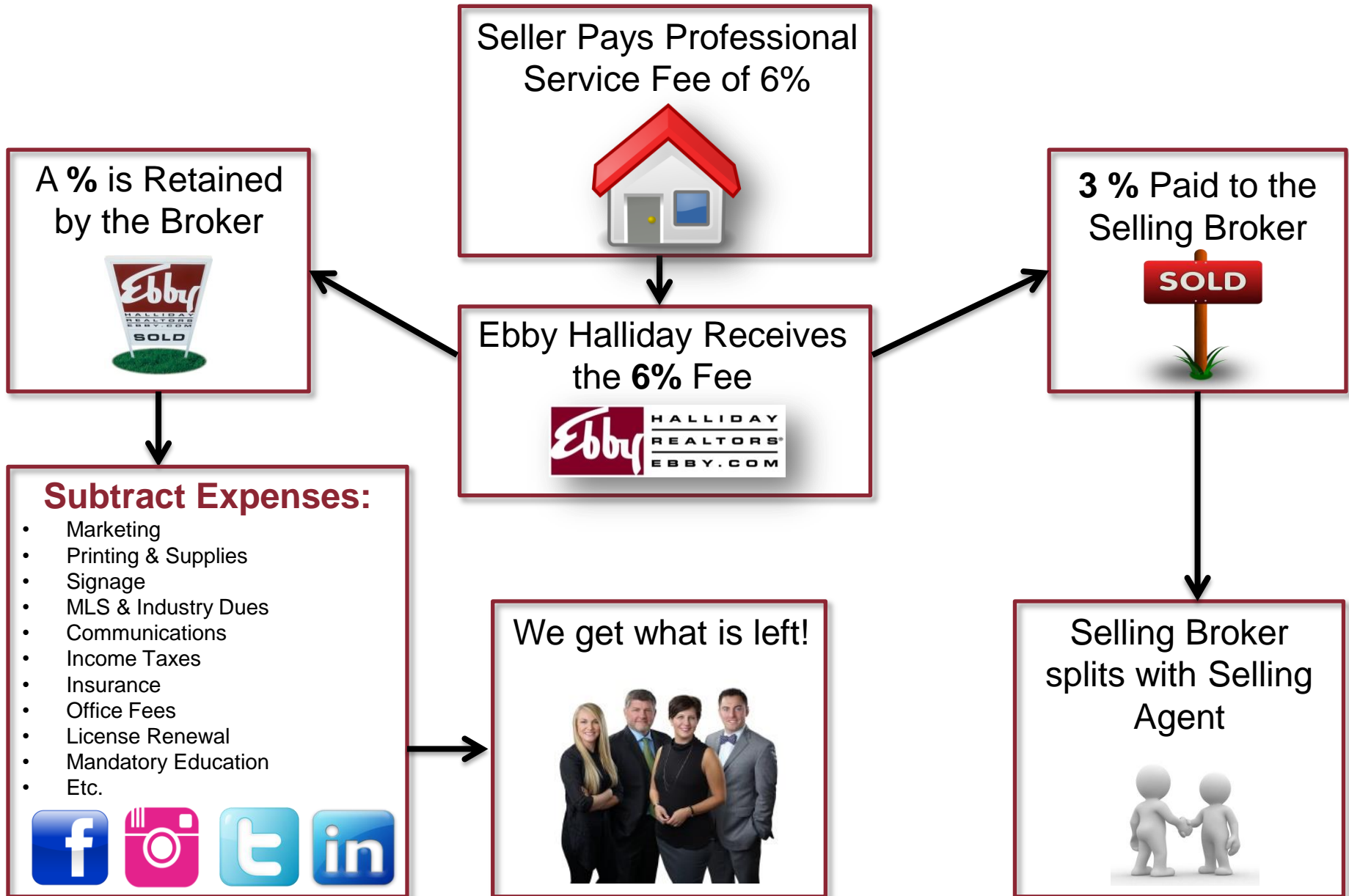
# Are Zestimate's Accurate?

The Zestimate<sup>®</sup> home valuation is Zillow's estimated market value, computed using a proprietary formula. It is not an appraisal. It is a starting point in determining a home's value. The Zestimate is calculated from public and user-submitted data and does not have sold prices, therefore, they CANNOT calculate YOUR homes value!

\* Provided by Zillow.com



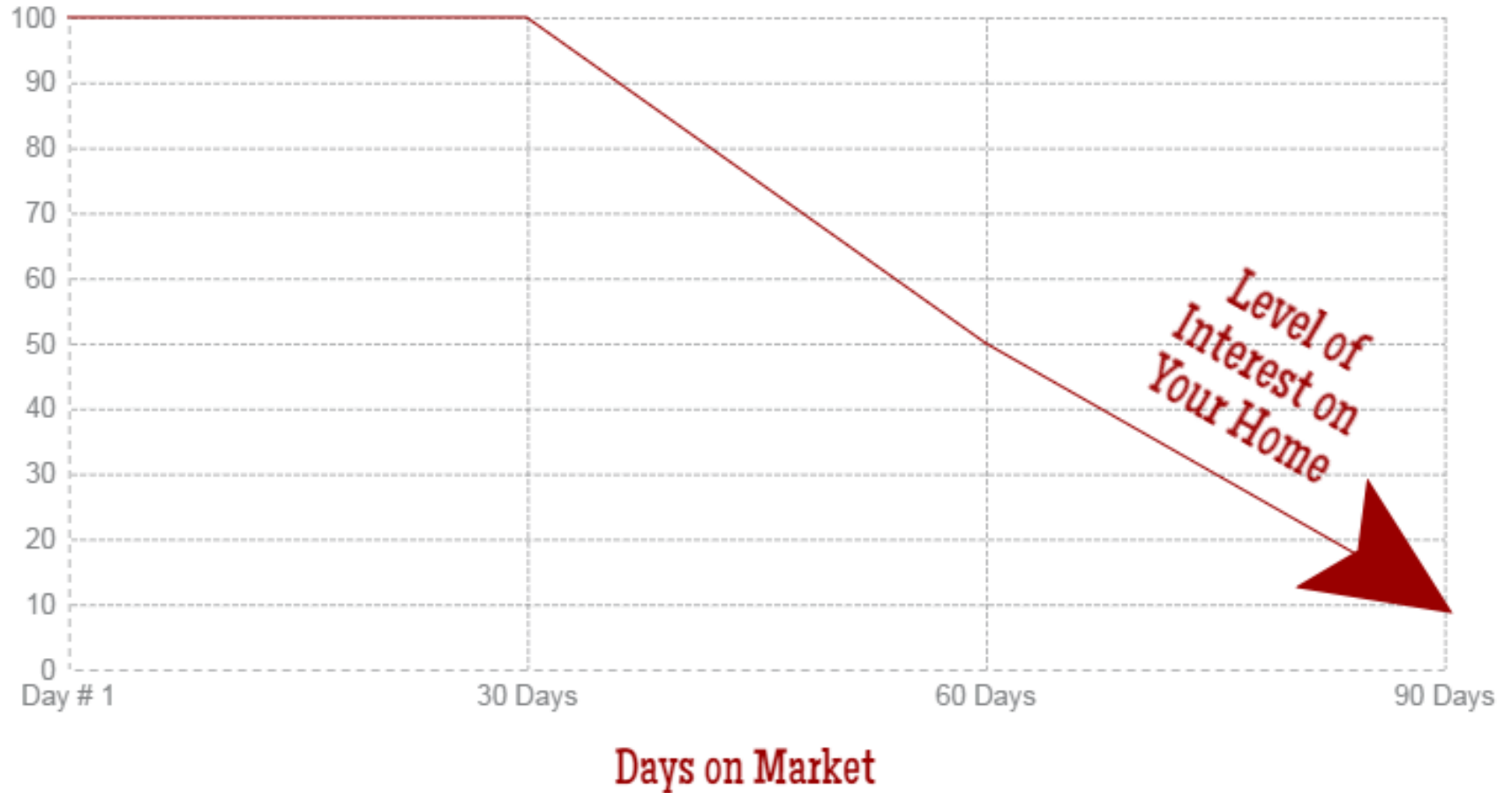
# How a Professional Service Broker Fee is Divided



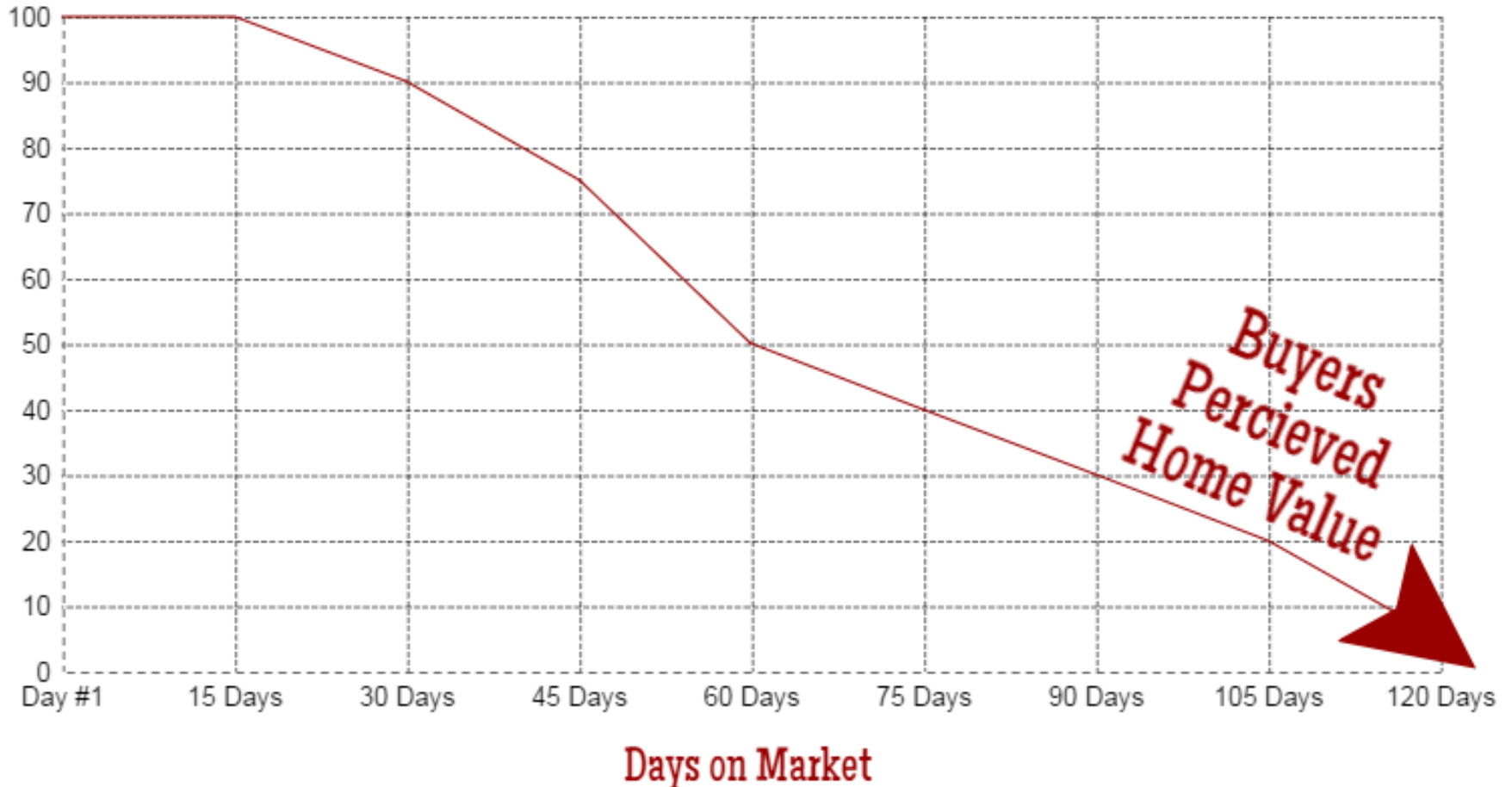
# The Pricing of Your Home Makes A Difference!



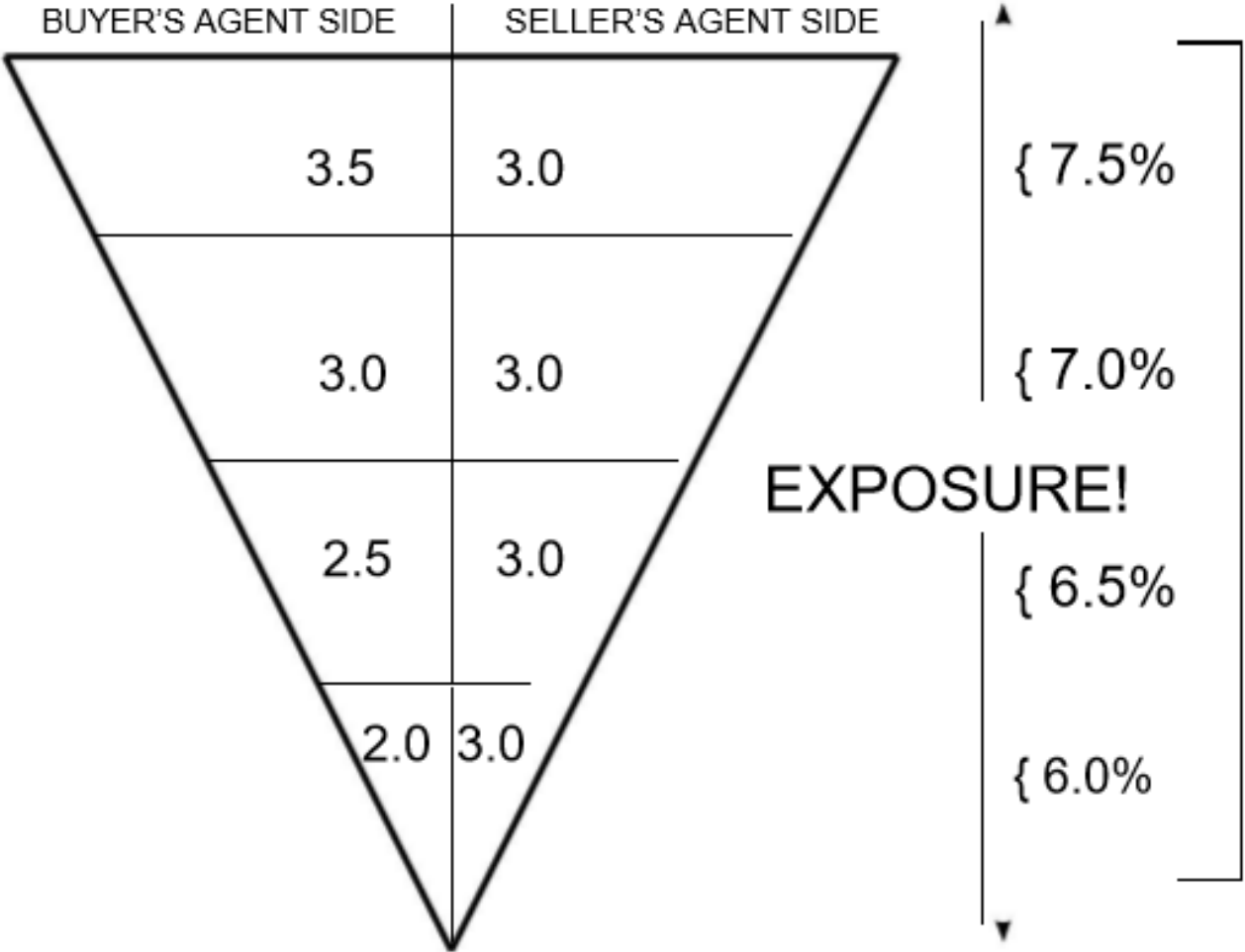
# Property Interest Level



# Pricing Correctly to Maximize Profits



# Commission Breakdown



- Reverse Engineered Agent Marketing
- Avatar Facebook Advertising
- 24/7 Text Capture Program
- Professional Photography
- Custom Property Website
- Custom, Luxury Sign
- Premier Exposure on Zillow, Trulia, and Realtor.com
- Highly Advertised Open Houses
- Estate Video Tour
- Run Instagram Marketing
- Run Twitter Marketing
- Run Google+ Marketing
- Run LinkedIn Marketing
- Run YouTube Marketing
- Accurate Feedback
- Certified Staging By Lisa Russell



HALLIDAY  
REALTORS®  
EBBY.COM



Just Closed!

#DeliveringResults, David & Lisa Russell Ebbby Halliday REALTORS

**Thank you!**